

Recommendations

Downtown Walpole: Parking & Economic Development Strategy

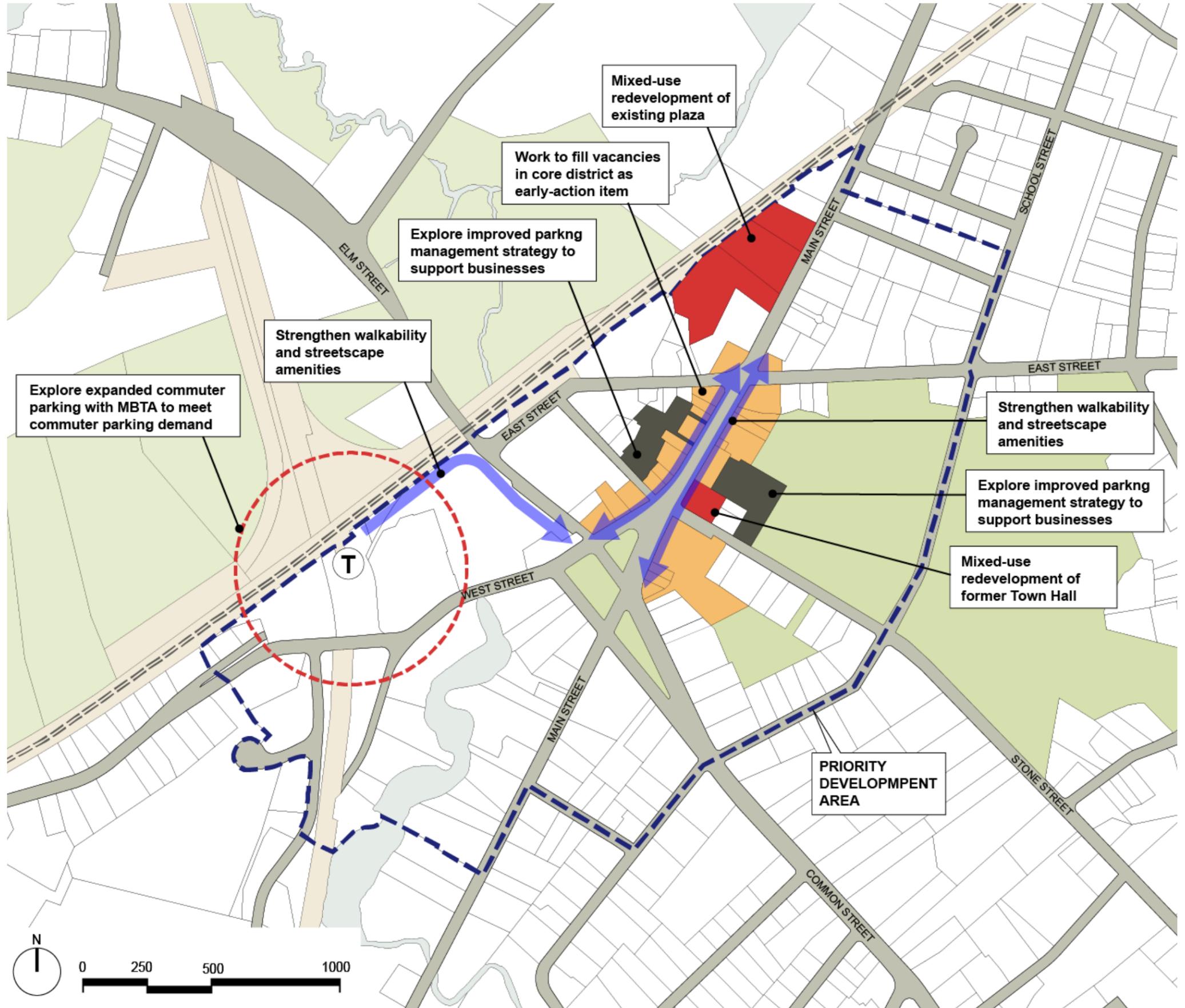
A series of recommendations structured as to the four (4) points of the Main Street approach, a proven revitalization process for suburban downtowns such as Downtown Walpole follows.

Parking & Mobility	Economic Viability	Design	Promotions	Organization
<p>Parking</p> <ul style="list-style-type: none"> • Create parking map. Add parking information on website. • Improve signage for getting motorists to parking lots. Brand Public Parking Lot Signage. • Consider making parking durations 3- or 4- hour maximum. (Eliminates T parking in Town lot.) • Utilize a downtown app to promote parking locations directing users to area parking options. • Develop a parking management plan with shared-use parking. • Enforce parking regulations in downtown. • Review configuration of publicly & privately-owned lots on the west side of Main between Glenwood & East to maximize parking spaces. • MBTA train area needs more parking. The Town should urge the MBTA to consider adding more parking, and possibly structured parking. <p>Make downtown more walkable</p> <ul style="list-style-type: none"> • Improve intersections. Improve pedestrian signal heads/countdowns. • Improve and add crosswalks. • Use temporary signage at crosswalks to alert drivers and improve awareness of crosswalks. • Add landscaping & amenities downtown to make the area more walkable. Add shade. • Ensure ADA accessible sidewalks. • Implement traffic calming to reduce traffic speeds. • Add bump outs/curb extensions at intersections to improve pedestrian visibility. • Upgrade Bay Circuit Trail in downtown to promote walkability. 	<p>Build Customer Base</p> <ul style="list-style-type: none"> • Identify housing and mixed-use development opportunities. • Improve opportunities for commuters to utilize services in downtown Walpole. • Improve connectivity between the station and downtown. • Maintain and build upon downtown civic uses as attractors that build customer base. <p>Business Mix</p> <ul style="list-style-type: none"> • Identify the market niche for downtown to help guide business recruitment. • Undertake a market analysis to define priorities for business development. • Expand range of uses in downtown through a business recruitment strategy to help fill vacancies. • Actively support start-up businesses in downtown. <p>Small Business Growth</p> <ul style="list-style-type: none"> • Support downtown Walpole as small business location. • Work with the current co-working space at the Business Station to identify prospective start-up and expanding businesses. <p>Redevelopment</p> <ul style="list-style-type: none"> • Preserve, redevelop & reuse Old Town Hall at Main and Stone. • Consider redevelopment opportunities. • Promote a critical mass of businesses in downtown. 	<p>Wayfinding</p> <ul style="list-style-type: none"> • Develop wayfinding system to help visitors and commuters navigate downtown. Integrate wayfinding signage in parking areas as well. • Consider Real-time dynamic signage to communicate availability and location of parking. <p>Streetscape improvements</p> <ul style="list-style-type: none"> • Improve downtown walkability. • Re-stripe crosswalks and add new crosswalks. • Evaluate adding crosswalk across Common at School and Lewis Ave. • Consider widening sidewalks on Main Street to accommodate pedestrian amenities, plantings, trees, possible outdoor restaurant seating. Work with MassDOT on feasibility. • Develop opportunities for outdoor restaurant seating, perhaps using a small portion of rear parking areas behind Main St. buildings. • Consider using pedestrian-scale & architectural lighting. • Consider developing downtown Walpole streetscape guidelines. <p>Storefront Improvements</p> <ul style="list-style-type: none"> • Consider developing a sign and façade improvement design assistance program. • Consider developing downtown Walpole design guidelines with an outreach program to educate businesses & residents on benefits of good design. 	<p>Image & Brand Identity</p> <ul style="list-style-type: none"> • Develop an image and brand identity for Downtown Walpole. • Promote downtown through a consistent brand identity & image. • Use branding on signage & marketing material <p>Shop Local</p> <ul style="list-style-type: none"> • Develop "Shop Local" promotions. <p>Downtown App</p> <ul style="list-style-type: none"> • Develop a downtown app with a business directory. Promote app to residents, commuters and local employees. <p>Special Events</p> <ul style="list-style-type: none"> • Build on strength of existing events and activities in downtown. • Establish an events calendar that helps maximize retail and business tie-ins and promotional opportunities for downtown. • Encourage experiential retail marketing opportunities. • Build on existing cluster of dance and music related business in downtown which currently include instrument sales, dance class and performance, and music schools. • Develop cross-promotion opportunities with Potters Place. <p>Placemaking</p> <ul style="list-style-type: none"> • Activate public spaces. • Celebrate Walpole's history and character Downtown. <p>Bay Circuit Trail</p> <ul style="list-style-type: none"> • Use the Bay Circuit Trail's path in downtown as a way to promote Downtown, area business and resources. 	<ul style="list-style-type: none"> • Engage residents, business and property owners in vision for downtown and improvements to the area. • Consider forming a downtown public-private partnership that supports collaboration between civic, business and community entities. • Engage volunteers in special improvement projects, events and promotions. • Consider pursuing funding from the MA Downtown Initiative for select projects. • In the long-term, formation of a DIF (District Improvement Financing) district or BID (Business Improvement District) may be advantageous in Downtown to pursue downtown revitalization activities

Action Steps for Downtown Walpole

Downtown Walpole: Parking & Economic Development Strategy

The illustrative plan highlights some key actions to enhance the economic viability of Downtown Walpole.



Recommendations and Actions Steps prepared by McCabe Enterprises and Pare Corporation as part of the *Downtown Walpole Parking & Economic Development Strategy, 2019*. For further information:

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